

in cooperation with leading trade associations of the German music branch and Hamburg's



has the pleasure of inviting you to a discussion on



Music Business – Cornerstone of Culture and Creative Industries

**A debate on its relevance, needs and expectations
regarding EU policies and funding**

**2nd March 2016, 12h30 – 16h00 at the Hanse-Office
Avenue Palmerston 20, 1000 Brussels**

The 2015 Music Industry Report for Germany shows clearly that the contribution to income creation and employment made by the music business in comparison to other media and cultural sectors is tremendous: In 2014, the various sub-sectors of the German music industry generated revenues totaling 11 billion Euros. With a total of 127,000 employees and self-employed individuals, the music business surpasses the employment numbers of any other media sector. With roughly 3.9 billion Euros in 2014, the music industry's gross value-added (GVA) was higher than that of any other sector of the culture and creative industries. Although valid data from the rest of Europe are not available yet, it seems more than likely that the situation there is similar.

However, in order to exploit its economic and creative potential to the full, the European music industry needs the EU's support just as much as any other sector of the culture and creative industries.

Based on a presentation of the 2015 Music Industry Report for Germany, we would like to discuss with you the necessity and possible ways to promote the music business at EU level.

Please confirm your participation by replying to events@hanse-office.de by 25 February 2016 at the latest.

Programme:

12h30

Lunch Reception

Introduction

13h15

Welcome by Wolfgang Schmidt

State Secretary,
Plenipotentiary of the Free and Hanseatic City of Hamburg to
the Federation, the European Union and for Foreign Affairs

The 2015 Music Industry Report for Germany

Presentation by Prof. Dr. Wolfgang Seufert

Institute of Communication Research,
Friedrich Schiller University Jena

Statement by Prof. Jens Michow

President and CEO,
Bundesverband der Veranstaltungswirtschaft e.V. (bdv),
Federal German Association for the Concert and Promoters
Business

Statement by Dr. Florian Drücke

Managing Director, Bundesverband Musikindustrie e.V. (BVMI),
Federal German Music Industry Association

Debate

Karel Bartak

Head of Unit, European Commission, DG EAC,
Creative Europe Programme

Dr. Florian Drücke (BVMI)

Audrey Guerre

Coordinator, LIVE DMA European Network

Prof. Dr. Dietmar Köster (tbc)

Member of the European Parliament

Prof. Jens Michow (bdv)

Moderation: Jan Hendrik Becker (Journalist/Moderator)

Open Stage: Questions & Answers

16h00

End of the Event